The Basics of Reinforcing Education to AChieve Health (REACH)

Captain Larry Williams, DC, USN
Great Lakes Naval Hospital
Directorate of Dental Services

Background on Military Tobacco Use

- **… is related to early discharge from the US military and may cost the Department of Defense over $130 million per year or close to one percent of the total annual training costs**
- **…. the best indicator of early discharge over one year of training among new recruits**
- **… also associated with dieting, drug and alcohol abuse and lack of physical activity.**

SOURCE: Tobacco Control 2001; 10:43-47.
Publish Date: February 28, 2001

REACH Background

- Started in 1999
- Targeted on promoting the continued abstinence of tobacco after Recruit Training
- Originally included information on oral health, issues regarding tobacco, and TRICARE medical and dental issues for Sailors and their families.
- In 2001, BUMED asked for additional sexual health education- 9% pregnancy rate among arriving A-School students.

REACH Background

- **Due to series of provider shortages and availability, REACH was “re-tooled” to incorporate sexual health education into the briefing being provided by Dental officers**
- **All REACH sexual health briefing material was/is reviewed and approved by Navy Environmental Health Center (NEHC) Sexual Health And Responsibility Program (SHARP) leaders**

REACH Background

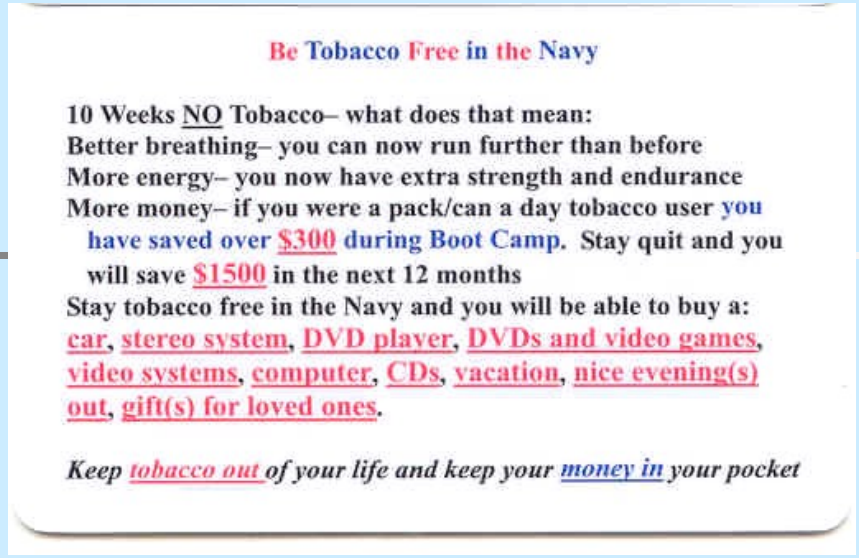
- **Currently all REACH briefs are conducted after-hours by Dental personnel with the addition of health promotion personnel from the Great Lakes Naval Hospital Wellness Center**
- **As a result of Navy Medical/Dental integration, REACH is now an “integrated program”**

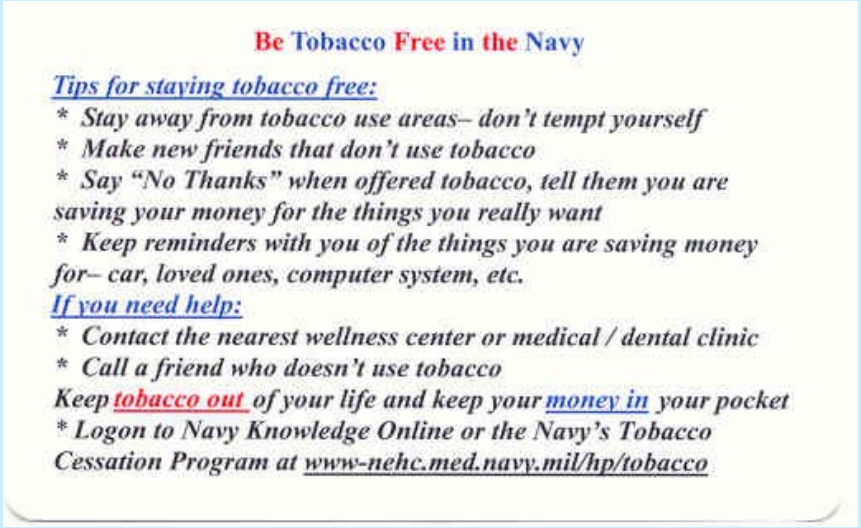
REACH

- Current activities
  - Recruit training evening presentations
  - Inprocessing
  - Displays and literature availability
  - Corps School students
  - A-School students
  - Patient education materials

REACH

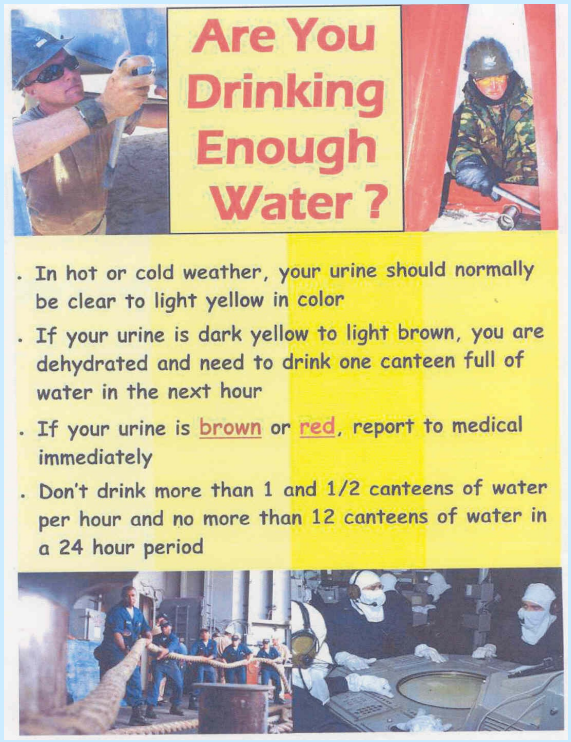
- **Key points in keeping with Force Health Protection**
- **Review of needs through Recruit Healthcare Task Force**

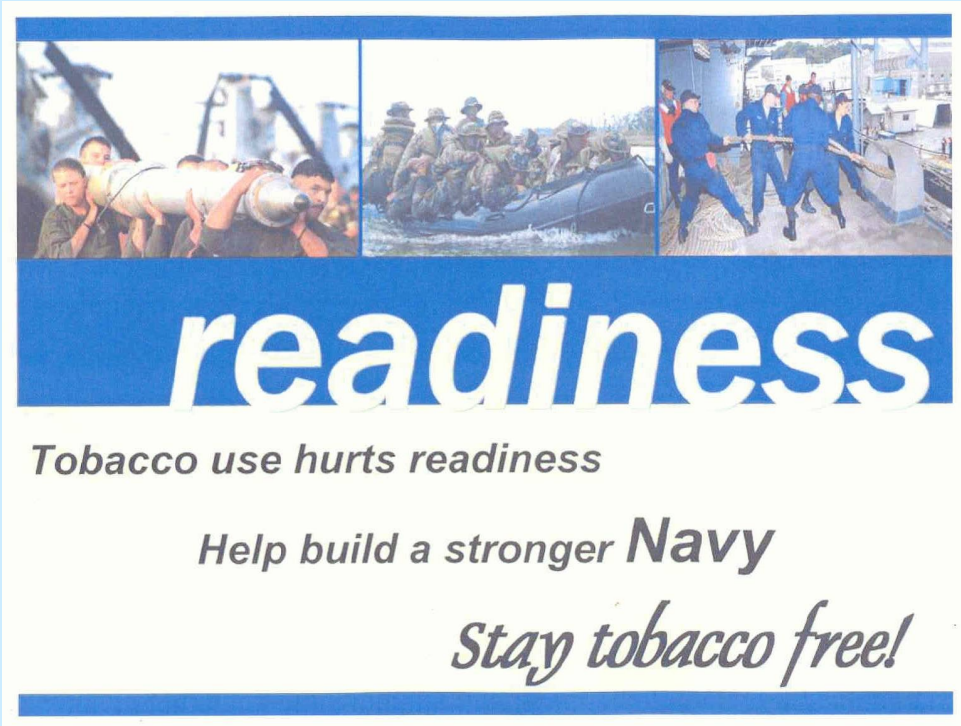

Be Tobacco Free in the Navy
10 Weeks NO Tobacco– what does that mean:
Better breathing– you can now run further than before
More energy– you now have extra strength and endurance
More money– if you were a pack/can a day tobacco user you have saved over $300 during Boot Camp. Stay quit and you will save $1500 in the next 12 months
Stay tobacco free in the Navy and you will be able to buy a: car, stereo system, DVD player, DVDs and video games, video systems, computer, CDs, vacation, nice evening(s) out, gift(s) for loved ones.
Keep tobacco out of your life and keep your money in your pocket


Be Tobacco Free in the Navy
Tips for staying tobacco free:
* Stay away from tobacco use areas– don't tempt yourself
* Make new friends that don't use tobacco
* Say "No Thanks" when offered tobacco, tell them you are saving your money for the things you really want
* Keep reminders with you of the things you are saving money for– car, loved ones, computer system, etc.
If you need help:
* Contact the nearest wellness center or medical / dental clinic
* Call a friend who doesn't use tobacco
Keep tobacco out of your life and keep your money in your pocket
* Logon to Navy Knowledge Online or the Navy's Tobacco Cessation Program at www-nehc.med.navy.mil/hp/tobacco

REACH

- **Expanded to meet health education needs as identified**


Are You Drinking Enough Water?
. In hot or cold weather, your urine should normally be clear to light yellow in color
. If your urine is dark yellow to light brown, you are dehydrated and need to drink one canteen full of water in the next hour
. If your urine is brown or red, report to medical immediately
. Don't drink more than 1 and 1/2 canteens of water per hour and no more than 12 canteens of water in a 24 hour period



REACH

- **Expanded to meet health education needs as identified**

GUIDELINES
Approved Hand Washing
SOAP
20
20 seconds
1 Rinse Hands with HOT WATER
2 Apply Enough Soap to Thoroughly Wash Hands
3 Wash Hands up to Elbows, Between Fingers and Under Fingernails for a Minimum of 20 Seconds
4 Clean Under Nails Using a Nail Brush if Provided
5 Rinse Soap Off Thoroughly
6 Dry Your Hands Completely Using Paper Towels or Forced Air Dryer
Naval Service Training Command Health Promotion
by permission of Handwashing.org

You are what you eat-
So eat right!
Got Milk? Great for you, great for your bones.
Salad: Loaded with vitamins and fiber
5-A-Day Fruits and Vegetables: Vitamins, Minerals, Fiber
Starch: Rice, Pasta, Bread, Cereal
Protein: Meat (Chicken, Steak, Hamburger, Pork Chop, Fish), Eggs, Cheese, Beans

REACH

Marketing Campaigns (Social Marketing)

- **Constant interaction with target audience is the foundation of marketing communication.**
- **Not necessarily trying to educate them (no paragraphs of health information).**
- **Not trying to advertise get-help services (no phone, web-site, or command logo).**
- **Brand logo is especially useful in testing recognition and impact of campaign.**
- **Provides an immediate reward or exchange determined to be of value by *them.***
- **Barriers to avoiding risk behavior are found by talking directly to *them.***
- **Marketing materials are selected and tested on the actual audience before deployment.**
- **Impact is measured by surveying the audience.**

REACH at Corps School

- Part of NHCS Indoc
- Peer-led health education
  - Encourages new Corps School trainees to develop health education skills outside the medical spaces
  - Mentorship
  - Defined need for education
- Urgent need for additional instructors
  - Ideal for Dentists, Physicians, Nurses, Senior Corpsmen/IDCs with sea and/or FMF experience

Closing

- **In keeping with the direction of the DoD based on the recent release of the 2002 DoD Survey of Health Related Behaviors Among Military Personnel , we need to keep REACH in the RTC & Corps School schedule in order to provide a more comprehensive “out-the-door” briefing for health to include:**
  - **Sexual Health**
  - **Tobacco**
  - **Alcohol**
  - **Obesity**
- **Healthy Sailors make Better Sailors**

Contact

Captain Larry Williams, DC, USN

Naval Hospital Great Lakes

847-688-3331; DSN 792

Email:

Larry.Williams@NHGL.Med.Navy.MiL